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# The Many Faces Of Digital Books In The Corporate Library

Merrill Chertok  
*Microsoft*

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# The Many Faces of Digital Books in the Corporate Library

Merrill Chertok  
Site Libraries Manager  
Microsoft Corporation

[merrillc@microsoft.com](mailto:merrillc@microsoft.com)

180,000+ Customers Worldwide



# Customs Delays





## Anytime




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Accessories

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- One account per customer



## Lending Limitations

- **Barnes & Noble Nook (“LendMe”)** – share once for 14 days with other Nook owners
- Amazon Kindle – share only with Kindles on the same user account
- Sony Reader – share only with Readers on the same user account

# Bulk Hardware Purchase?



## Format Compatibility

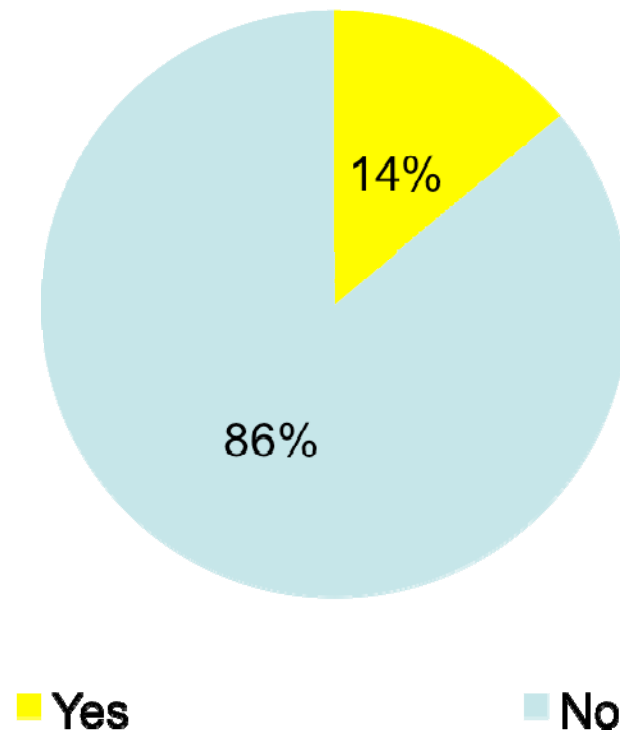
DEVICE	EPUB	PDF	MOBI	MP3	Other
Amazon Kindle	No	Yes	Yes	No	AZW (proprietary)
Sony Reader	Yes	Yes	No	Yes	BBeB (proprietary), Personal documents, blogs, RSS newsfeeds, JPEG, AAC audio
Barnes & Noble Nook	Yes	Yes	No	Yes	PDB, JPG, GIF, PNG, BMP, OGG

## Format Compatibility

DEVICE	EPUB	PDF	MOBI	MP3	Other
Amazon Kindle	No	Yes	Yes	No	AZW (proprietary)
Sony Reader	Yes	Yes	No	Yes	BBeB (proprietary), Personal documents, blogs, RSS newsfeeds, JPEG, AAC audio
Barnes & Noble Nook	Yes	Yes	No	Yes	PDB, JPG, GIF, PNG, BMP, OGG

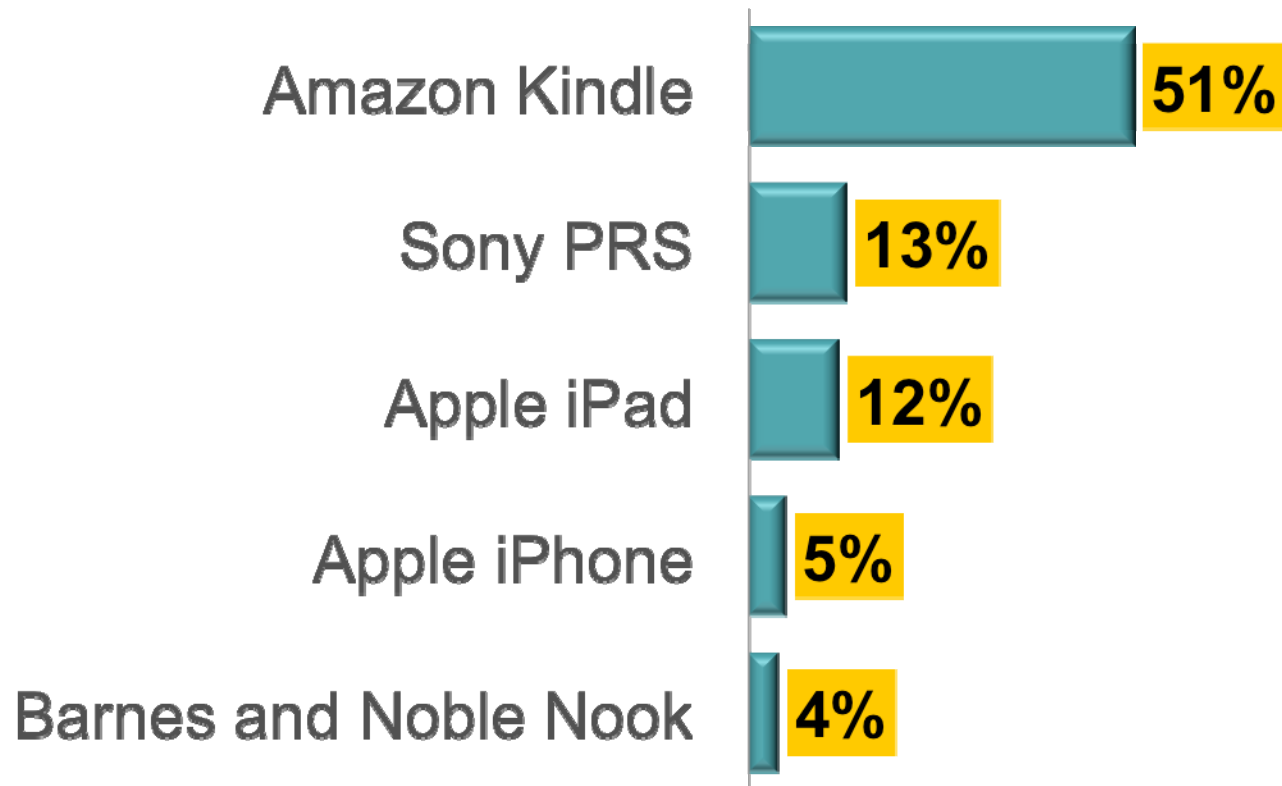
## Needs Assessment Survey

Do you currently own an e-reader device that you use to meet business objectives? Yes = 2,442 (14%)



## Needs Assessment Survey

What e-reader model do you use to meet business objectives?



# MSLibrary

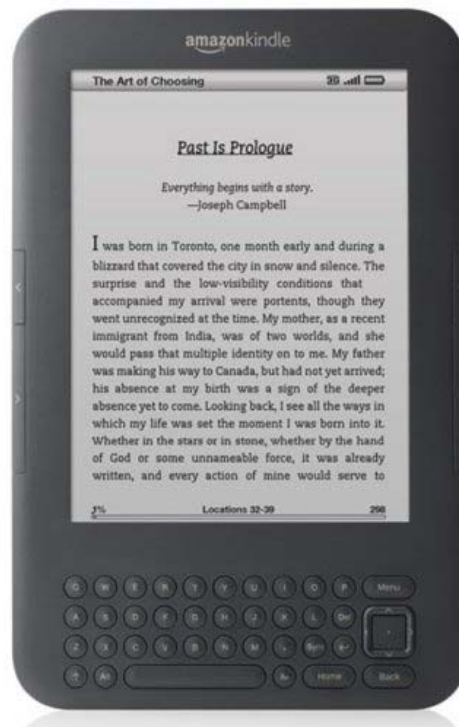




Suggestion #1:

Examine all new content  
for format compatibility!

## Suggestion #2: Buy e-readers for testing



**\$139-\$189**



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**\$129-\$299**



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## UPDATE: E-Reader and E-Book Content Compatibility

[EDIT](#)

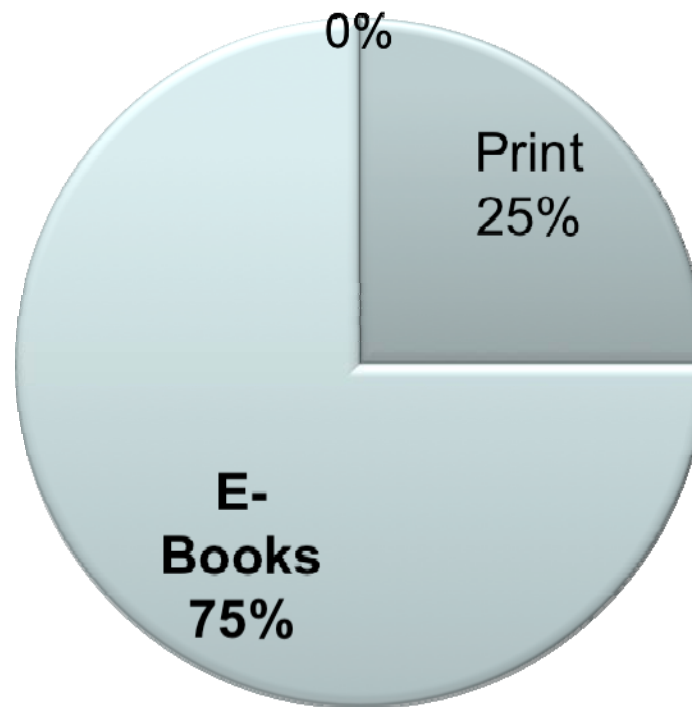
A lot has changed since January 2010, when I first blogged about compatibility between MS Library's e-book vendors and popular e-readers on the market. Since that time, new versions of the devices have made it easier to download PDFs, Apple's iPad entered the fray, and MS Library licensed new content, bringing thousands of .MOBI and .EPUB titles into the collection.

Stay tuned as we launch several new podcasts over the next few months via the MS Library [InfoDesk](#). The first in the series is for Kindle owners, which demonstrates by video exactly how to transfer downloaded content from your desktop to your device. Additional podcasts are planned for the Sony Reader and Nook by the end of the calendar year.

Here, then, is the new and improved run-down of the most popular devices and how they interact with our e-content vendors:

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## % of Total Circulation





Questions? Comments?

Merrill Chertok

[merrillc@microsoft.com](mailto:merrillc@microsoft.com)